**Purpose**
The North Iowa Local Food Coalition serves as a broad-based effort to help identify and connect relationships, technical, business, and communication assets of local and regional food system development that improves the health, economic, and environmental sustainability of producers and communities in North Iowa.

**Mission:**
The North Iowa Local Food Coalition brings people in Cerro Gordo, Franklin, Floyd, Hancock, Kossuth, Mitchell, Winnebago, Worth and Wright Counties together to make our region a place where production of and access to healthy, locally grown foods supports community health, a thriving economy and sustainability.

**Core Values:**
- **Respect and Trust:** Relationships of respect and trust create a climate for everyone to contribute to healthy, vibrant, sustainable communities.
- **Whole Food for the Whole Community:** Food is a basic need, and a food system rooted in local communities and centered on good food enables all people to thrive.
- **Local Food Culture:** Communities that recognize food as an economic and community asset are communities that make decisions that impact the whole health of the community.
- **Community Creativity and Innovation:** Together we have the creative and innovative power in our communities to make choices that will lead us to be healthier people, communities, land and economies.
- **Accessibility and Equity:** For the regional food system to realize our dreams, it must be accessible geographically, economically, and socially.

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**Partners:**
Healthy Harvest of North Iowa Board members:
- Roz Hemberger, Chair
- Terry Durby, Vice Chair
- John Splinder, Sec./Treas.
- Cathy and Dennis Carlson, At Large
- Leigh Trembath
- Wendy Johnson
- Josh Nelson
- Rachel Beck, Ex Officio
- Blue Zones
- North Iowa Local Foods
- HyVee Produce Managers
- Chamber
- Farm Bureau
- AgVentures
- ISU Extension
- Department Human Services
- Mercy Northern Iowa

**North Iowa Food Coalition: Food System and Health Assessment**

**Legend Geography**
- Interstate
- Highways
- Roads
- Waterbodies
- DNR lands
- Incorporated Cities
- County boundaries
The snapshot assessment is formatted as an overview of input received from public meetings and coalition discussions about the community food system in Northern Iowa. In addition, a snapshot of existing projects and programs that currently exist have been shown to allow for creative decision making for food system development projects.

The following sections will include:

- Abstract of each sector: production, transformation, distribution, consumption, and waste
- Abstract for each key impact area: health, equity, education, policy, and community and economic development.
- Snap Shot of each tactic within the sectors

### Community Food System Sectors:
- Production ..................................................3
- Transformation
- Distribution .................................................4
- Consumption
- Waste ..........................................................5

### Impact Areas:
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- Community Economic Development
- Equity
- Education ...................................................7
- Policy

### Tactics:
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- Faith Gardens
- Corporate Gardens
- Community Gardens ..................................9
- School Gardens
- Edible Landscapes ....................................10
- Incubator Farms
- Community Supported Agriculture
- Urban Farms ..............................................11
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- Processing Facilities
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- Restaurants ...............................................12
- Food Trucks
- Farmers Markets ........................................13
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- Food Box ....................................................14
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- Cooperatives
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- Food Enterprise Center
- Education Centers
- Food Banks
- Food System Policy Councils .....................17
- Food Recovery
Food sector that contains production of food from small scale gardening to large scale commodity crops. This sector includes community projects, programs, businesses, farming etc. that involve raising of food (gardening, hunting, fishing, foraging and farming) of food.

Sugar Creek Farm: Osage, Iowa
Offering naturally raised beef, pork and chicken
facebook.com/sugarcreekfarm -

Many counties in Northern Iowa have concerns relating to production in regards to safe-drinking water, including issues with bacterial contamination, tests on well water, and Iowa DNR permit for feeding operations.

Louie’s Custom Meats - Clear Lake, Iowa:
Offering many different options for meat products- including processing for hunters, local producers, and more.

Food sector that contains transformation or processing of food. This includes community projects, businesses, and organizations that offer preparation of fresh food products for markets, including processing, packaging, labeling and marketing of food.

Local food processing facility: to use extra (over-grown produce – Clear Lake and Opportunity Village! Increase access for schools, etc. and expand markets for producers.
How do we focus on getting more local food to these high number of low-income individuals. Can CSA and Farmers Market Vouchers assist?

Opportunity Village - bringing awareness about local foods and partnering with Farmers Markets and Healthy Harvest.
www.facebook.com/opportunityvillage

Clear Lake Farmers Market:
Open 9-11 every Saturday in May-October, promoting local businesses and producers and offering multiple opportunities to purchase local food products
www.facebook.com/clearlakefarmersmarket

Food sector that pertains to food access and consumption. This includes community projects, businesses, and organizations that involve education, preservation, preparing, food assistance, and building awareness of food.

Food sector that pertains to the distribution and retail of food products. This includes community projects, businesses, and organizations that involve distribution and retail, such as: wholesale, distribution, warehousing, transportation, restaurants and retail markets of food products.

Interest in working with children and families; there is a high percentage of each county that receives food assistance/snap?

Interest in creating a flowchart for who does what and where it happens; create a diagram of the collaborative network and include definitions for each of the programs involved

Need for farmers to have an avenue to send non-purchased foods within the season, i.e., cooperatives/auctions — education opportunities for new producers in order to have effective and efficient business
The food sector that pertains to waste and nutrient management. This includes community projects, businesses, and organizations that promote recycling, reducing food waste, recovering, reusing, and composting food products or promoting other natural methods of waste recovery and nutrient management.

**Northeast Iowa Food Bank** - offering programs for recovering food and promoting food assistance for individuals in need.

```www.facebook.com/NEIFB```

**Personal Comments + Notes:**

Interest in looking alternative forms of agriculture or water management: roadside management/ prairie restoration/ pollinator habitat—opportunity for awareness on various practices for farmers.
HEALTH

Ability to be free from illness or injury with good mental and physical conditions: opportunity to connect to areas to promote healthy lifestyles

Community Health Needs Assessment

HANCOCK COUNTY
Decrease by 15% the number of people in the county report eating few fruits and vegetables
Promote Farmers Markets and access to local growers. - Hancock County Wellness Coalition

KOSUTH COUNTY
Decrease by 15% the number of people in the county report eating few fruits and vegetables
Promote Farmers Markets and access to local growers. - Hancock County Wellness Coalition

WRIGHT COUNTY
71% population overweight or obese
Offer farmers markets in summer/fall and encourage more interest

CERRO GORDO COUNTY:
56.8% state having an employee wellness program would help start; or 54.5% state having access to affordable wellness programs would help maintain

WINNEBAGO COUNTY Community Health Improvement Plan:
Maintain obesity rate at 59% and not increase
35.44% population overweight, 23.79% obese; Children age 5 and under are at 60% overweight and 49% obese
Promote gardening by education on healthy food choices

COMMUNITY + ECONOMIC DEVELOPMENT

The opportunity for development of production, distribution or trade, and consumption of limited goods and services by different agents in a given geographical location with active participation and community involvement to build strong communities and economy.

CSA’s promote local and regional production as well as local businesses; direct economic benefit is seen- consumers can save up to 39 by purchasing from CSA vs. supermarkets, and the sale goes to a member in the community, with a high likelihood that those dollars will also stay within the community.

In 2007, nearly 3,000 farmers sold $16.5 million of local products direct to consumer; compared to 2,455 farmers who sold $1.6 million in products in 2002
A Leopold Center at Iowa State University evaluation found that 74 bulk food buyers that purchased $8,934,126 of local food in 2012 also reported 36 new jobs related to food systems work

EQUITY

Ability to be equal in status, rights, and opportunities- specifically for food access, food production, and general ability to have equal opportunity for access to a healthy and high quality of life.

CERRO GORDO COUNTY: STRENGTHEN PUBLIC HEALTH INFRASTRUCTURE: A regional survey in 2010 stated 70.9% of respondents need education to improve nutrition and eating habits
In 2008, 33% of public school children were eligible for free and reduced lunch, 37.9% of children 0-4 received WIC services and 45% of children less than 20 years of age are on Medicaid

<table>
<thead>
<tr>
<th>State</th>
<th>Food Insecurity Rate</th>
<th>Food Insecure people</th>
<th>% below SNAP threshold of 160% poverty</th>
<th>% between 160-185% poverty</th>
<th>% above other nutritional program thresholds of 185% poverty</th>
<th>Additional money required to meet food needs in 2011</th>
<th>Average cost of a meal</th>
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<tbody>
<tr>
<td>Cerro Gordo</td>
<td>13.1%</td>
<td>5,750</td>
<td>56%</td>
<td>10%</td>
<td>34%</td>
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<td>Floyd</td>
<td>13.2%</td>
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<td>61%</td>
<td>10%</td>
<td>29%</td>
<td>982,000</td>
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<td>Franklin</td>
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<td>59%</td>
<td>11%</td>
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<td>Hancock</td>
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<td>12%</td>
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<tr>
<td>Kossuth</td>
<td>10.4%</td>
<td>1,600</td>
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<tr>
<td>Mitchell</td>
<td>10.6%</td>
<td>1,140</td>
<td>47%</td>
<td>10%</td>
<td>41%</td>
<td>521,000</td>
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<td>Winnebago</td>
<td>12%</td>
<td>1,290</td>
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<td>8%</td>
<td>38%</td>
<td>606,000</td>
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<tr>
<td>Worth</td>
<td>11.7%</td>
<td>890</td>
<td>56%</td>
<td>8%</td>
<td>36%</td>
<td>406,000</td>
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<tr>
<td>Wright</td>
<td>10.8%</td>
<td>1,410</td>
<td>57%</td>
<td>9%</td>
<td>34%</td>
<td>633,000</td>
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<tr>
<td>State</td>
<td>12.9%</td>
<td>5,350</td>
<td>53%</td>
<td>9%</td>
<td>38%</td>
<td>2,616,000</td>
<td>2.36</td>
</tr>
</tbody>
</table>

SCHOOL SUMMER LUNCH PROGRAM IN HAMPTON AND MASON CITY
In 2008, 33% of public school children were eligible for free and reduced lunch, 37.9% of children 0-4 received WIC services and 45% of children less than 20 years of age are on Medicaid.
Interest in understanding the education programs that currently exist for schools— is there an opportunity to reach out to schools/school nurses to facilitate a conversation about new programs? How can we better understand child care programming—focusing on youth is the key way to prevention? It may be beneficial to understand kitchen rules around school lunches.

WRIGHT COUNTY:
71% population overweight or obese
Engage in community gardens in Clarion and Children’s garden in Belmond

WINNEBAGO COUNTY:
Children age 5 and under are at 60% overweight and 49% obese
Promote gardening by education on healthy food choices
**Backyard Gardens**

An area individually owned, typically in a residential neighborhood that is part of a personal yard. Gardens can be utilized for various growing purposes and can also be shared among neighbors if appropriate. They promote personal access to food and aesthetic, beautiful spaces.

**Public input:**
- Mason City: Plant a row for the hungry: Gleaning from local producers for summer feeding program
- First Congregational Church: for the summer feeding program
- Messiah Lutheran Church: large sunny location to grow a big garden

Interview: There are plots available at the Clear Lake Church of Christ, but not many are taking the opportunity to use. The food pantry at the Methodist church is still interested in gleaning, specifically from the Farmers Markets and potential partnerships with local farmers.

**Potential Community Impact:**
- Can help promote food security- One acre faith garden donates to kitchens and pantries- and can help feed over 2000 families per year.

**Faith Gardens**

A garden with particular faith-based affiliations that promote access to food for individuals in need, building community, and creating multi-generational and cultural connections. Generally located near a faith organization or in a common space within the community.

**Public input:**
- February 29:
  - CL FM/ Plant a row for the hungry: Gleaning from local producers for summer feeding program
  - First Congregational Church: for the summer feeding program
  - Messiah Lutheran Church: large sunny location to grow a big garden

Interview: There are plots available at the Clear Lake Church of Christ, but not many are taking the opportunity to use. The food pantry at the Methodist church is still interested in gleaning, specifically from the Farmers Markets and potential partnerships with local farmers.

**Potential Community Impact:**
- Potential for community partnerships and employee team building;
- Within the Cerro Gordo County health needs assessment, 56.8% stated having an employee wellness program would help start healthy habits.
- Corporate gardens can assist in providing access to land for growing personal food

**Corporate Gardens**

Land owned by an organization or business that allows for the use of gardening. Management typically includes volunteers from the organization or a non-profit organization that donates the food to those in need. These gardens build awareness of gardening methods and the food system needs in communities for staff, community members, and additional partners.

**Potential Community Impact:**
- Can help promote food security- One acre faith garden donates to kitchens and pantries- and can help feed over 2000 families per year.

**POET interview:**

POET established a corporate garden to help establish healthy habits and to educate on how to grow food. The goal for the garden is for it to be a visible victory garden for employees to work in and bring home. They have also donated food to Hawkeye Harvest in Mason City, a Food bank in Lake Mills and donations to community kitchens in Mason City. Their garden team consists of 9 individuals, and they have also incorporated a walking path of 1 mile to improve recreational opportunities on site. They have already seen perception and behavior change by offering fruits and vegetables to their employees. In addition to their victory garden, POET also grows 24 rows of sweet corn each year. Each employee gets 2 dozen ears of corn and they donate the rest. They work diligently to donate away from the areas the local farmers sell to so there isn’t competition.

The garden is a small piece of the 200 acres of land that POET owns. Part of the land is also used for pasture, and the primary use is rented for crop. POET is an ethanol plant drawing from 35 miles and 800 corn farmers. They have 42 employees and produce over 60 million gallons of ethanol/year.

POET also has donated time and materials to Hanlontown community garden.

**Potential Community Impact:**
- Potential for community partnerships and employee team building;
- Within the Cerro Gordo County health needs assessment, 56.8% stated having an employee wellness program would help start healthy habits.
- Corporate gardens can assist in providing access to land for growing personal food
Community Gardens

A public garden that promotes a cross section between public and private entities open to all, or identified users for food access or educational opportunities. Community gardens can be created in a diverse spaces including: rural and urban settings, vacant lots, pocket parks, and local business plots.

“Hanlontown has a unique community garden with 6 raised beds, donated by POET. They are used as a demonstration garden for the community.”

Public input:
Mason City:
- Mason City- Blue Zones Project/ Extension: 2 gardens established, others will be proposed
- Hanlontown- Community garden club initiated a demo garden to encourage citizen to grow in own backyards or potential common space
- Church of Christ Community Garden - Exists now but needs support and publicity
- Blue Zones Project/ MC – we also have an organization pledge for churches and could promote; They have worked with several faith based organizations, assisted with creation of a community kitchen garden cared by a church wanting project outside their walls. Churches use our community gardens also
- East Park- Mason City beside Kentaky: needs a community flower garden for cutting flowers
- Thornton plot where elementary and middle school used to be: opportunity for community to have a place to garden and get money for the town

Worth County:
- Hanlontown Community Garden
- March 15:
  - Hampton: easier for people who rent houses- learn to grow my own veggies
- Charles City:
  - Charles City: bring younger people into food processing
  - CC, Colwell and Floyd: Would be a benefit I believe

Potential Community Impact:
The Wright County Health needs assessment stated that 71% population overweight or obese- an opportunity is to promote engagement in community gardens in Clarion and Children’s garden in Belmond

Community gardens have shown opportunities for self-reliance, access to more nutritious foods thus creating lower food budget costs

School Gardens

Gardens that assist schools in promotion of alternative learning opportunities for Math, Science, English, and Nutrition. School gardens foster growth and knowledge about where food comes from and nourishes healthy living habits. School gardens show children that they are a part of something bigger in their community and school system.

Public input:
Mason City:
- Laluz Hispana- Hispanic Community
- Clear Creek School- Clear Lake and Central Garden- Bee Happy Garden: Has a garden but needs support to use it/ be better and education
- Lincoln Intermediate School/ Mason City: 2016 Will implement and build school greenhouse and garden- All 5th and 6th grade students in Mason City
- School gardens located at headstart programs- Mason City: focus on starting young to educate children to eat F/V
- Feb 29:
  - Clear Lake Public Schools: teaching good instruction / responsibility
  - Clear Creek Garden: I think it can be a great experience for the kids/ adults to come together- many kids don’t have this opportunity at home
  - Clear Lake school/ Clear Lake First Congregation Church: use of/ partnership with summer feeding program
  - Clear Creek Elementary- Clear Lake: Thornton’s plot where the elementary/ middle school used to be- Great learning experience for kids in clear lake or west fork school district

Worth County:
- Worth county fairgrounds/ Northwood, Iowa: 4H- 6th Grade school garden
- NIACC:
  - Northwood- Worth county: 4H kids plant food at fair grounds- distribute to needy
  - Clear Lake grade school: starting school garden

Charles City
- Blue Zones Project/ MC – we also have an organization pledge for churches and could promote: They have worked with several faith based organizations, assisted with creation of a community kitchen garden cared by a church wanting project outside their walls. Churches use our community gardens also
- Thornton plot where elementary and middle school used to be: opportunity for community to have a place to garden and get money for the town
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  - Charles City:
    - Charles City: bring younger people into food processing
    - CC, Colwell and Floyd: Would be a benefit I believe

“Lake Mills: I have children there and feel it is extremely important to teach our youth about sustainable local foods.”
School Gardens

Youth Fruit Consumption: | Vegetable Consumption:
---|---
| 6th Grade | 8th Grade | 11th Grade | All Grades | 6th Grade | 8th Grade | 11th Grade | All Grades |
Cerro Gordo | 7 | 4 | 4 | 3 | 5 | 4 | 2 | 4 |
Floyd | 8 | 3 | 4 | 5 | 2 | 3 | 3 | 3 |
Franklin | 11 | 4 | 5 | 6 | 10 | 1 | 5 | 4 |
Hancock | 10 | 6 | 3 | 6 | 9 | 4 | 2 | 5 |
Kossuth | 4 | 7 | 4 | 5 | 4 | 3 | 5 | 5 |
Mitchell | 9 | 5 | 6 | 7 | 8 | 3 | 4 | 5 |
Winnebago | 6 | 5 | 3 | 5 | 7 | 2 | 5 | 5 |
Worth | 7 | 4 | 0 | 4 | 5 | 3 | 4 | 4 |
Wright | 5 | 4 | 4 | 4 | 6 | 4 | 5 | 5 |
State Average | 8 | 6 | 5 | 6 | 6 | 4 | 4 | 5 |

Edible Landscapes

Combine form and function to create practical and edible environments in communities. Edible landscapes build up the environment, increase diversity, and improve food security and horticulture therapy through a connection to nature. Edible landscapes are unique because they incorporate various forms of food such as: fruit trees, berries, herbs, and vegetables with ornamentals.

Public input:

“Clear Lake- would love to see this as a partnership with Farmers Market for a permanent location and community garden”

Potential Community Impact:

Currently only 37% of households nationwide have gardens, by offering public access to foods it can improve food security and decreased miles traveled for fruits and vegetables; opportunity to connect with park systems and vacant plots for food access

Incubator Farms

Assist new and beginning farmers to establish their own successful farm business. Typically programs include training on successful business tactics and share resources. Farms rely on land-based areas for training and include multiple-growers on site. Additionally, trainers and experts can be housed or consulted to teach various technical practices of farming.

Public input:

Floyd County:
• Northern Iowa: re-educate young potential producers

Potential Community Impact:

New opportunity for beginning farmers: 50% of US farmers will retire over the next decade. Potential to attract new demographics to the area: new farmers are less likely than established farmers to come from a farm background.

Community Supported Agriculture

A partnership between farmers and community members working together to create a local food system. There is shared risk of production, allowing for producers to concentrate on growing food and caring for the land and for consumers to receive ultra-fresh, and often times, unique produce and recipes for cooking.

“Mason City (Old Kruegers Greenhouse): turn old/ abandoned greenhouse into a CSA site for Community or a Food Hub?”

Public input:

Mason City:
• Mason City (Old Kruegers Greenhouse): turn old/ abandoned greenhouse into a CSA site for Community or a Food Hub?
Feb 29:
• Clear Lake Be Wellness- CSA Drop point
Forest City:
• Lake Mills, Forest City, N-Central Iowa: Looking for ideas of crops to grow/ product demand (Sandy Vanek- 641-590-4743)
Charles City:
• CC Extension: would like help with getting data on our health eating program for low-income families
• Charles City
• Floyd County: help open the market for producers
Coalition:
How do we focus on getting more local food to these high number of low-income individuals. Can CSA and Farmers Market Vouchers assist?

Potential Community Impact:

Consumers can save up to 39% by purchasing from CSA vs. supermarkets, and the sale goes to a member in the community, with a high likelihood that those dollars will also stay within the community.

One Step at a Time Gardens
http://www.ostgardens.com
Urban Farms

Urban land utilized to maximize local food outputs and assists in meeting needs for local food production and community food security. Farms enhance communities by providing a sustainable food source within city limits develops community capacity, and promoting food access within city limits. Farming in the city enhances the built environment.

**Public input:**
- Forest City: greenhouse-lease on for sale- can be used for greenhouse (seedlings), flowers, store front to sell goods year round
- Floyd County:
  - Northern Iowa cities: encourages rediscovery of gardening

**Potential Community Impact:**
With every $1 invested in an urban farm or garden, $6 are generated in worth of vegetables. Assist in mitigating soil erosion in urban centers and can assist in decreasing carbon footprint by lowering the amount of miles traveled to market.

Rural Agriculture

Contributes vast amount of products into the local and regional food system with practices that are typically environmentally conscious practices, socially equitable, and humane to animals. Rural and Sustainable farms are most often operating at a larger scale than urban settings and can thus provide larger quantities into the food system through various means of retail and wholesale marketing, aggregation, or direct sales.

**Public input:**
- Hanlontown: Bee keeper- producing local honey on small scale (Jim Rice)
- Lake Mills: perfect circle/ tomato grower
- Floyd County:
  - to produce locally sourced protein, connect producer to consumer
  - My farm: Wendy Johnson and others in our rural community; use it as an agriculture learning center or stop
  - *stated at brewery: fresh eggs from Gerald and Jean Maes-Jack and Mona Jutting used to do farmer’s markets—need for community garden: she can do plant starts in her greenhouse
  - *stated at buffalo center: fresh eggs from Gerald and Jean Maes-Jack and Mona Jutting used to do farmer’s markets—need for community garden: she can do plant starts in her greenhouse
  - Coalition:
    - is there a way to work with local restaurants, food service, hospitals to know the amount spent on local food purchases?
    - Need for farmers to have an avenue to send non-purchased foods within the season- i.e. cooperatives/ auctions—education opportunities for new producers in order to have effective and efficient business

Processing Facilities

Physically or chemically altering foods to add value. Processing facilities work with everything from produce to dairy to meat and array of activities from mincing to emulsifying to cooking and preserving. This is a way for farmers to add-value to their product, but can be a large investment. Independent processing centers can help establish economic growth and opportunities.

**Public input:**
- Clear Lake:
  - Local food processing facility: to use extra (over-grown produce – Clear Lake and Opportunity Village! Increase access for schools, etc. and expand markets for producers
  - Clear Lake: Opportunity Village- resources need meets possibility
  - Floyd County:
    - Northside of CC: we used to have a large processing facility with local deli meats- we need one again to capture all of the meat producers in our area that go out of town to process
  - Charles City

**Potential Community Impact:**
Processing facilities assist in increasing product value and offer niche products. There are also opportunities for multiple-scales of businesses and incubator opportunities.

Mobile Processing Units

Mobile slaughter units (MSUs) go directly to farms and can generate creative, niche markets for both animal and produce. Since Mobile Processing Units go directly to farm or specific locations, they offer locally processed, locally raised products.
Restaurants

Builds infrastructure for effective local food shed by increasing the availability of local food from producers to consumers. The demand for local food is rising as customers are embracing the need for increased local food options. Customers are demanding locally sourced protein and produce, environmentally sustainable options, healthy meals, and many restaurants even have their own personalized gardens.

“This is one way to satisfy producers and foodies, promote awareness and keep money in each community”

Public input:
Mason City:
• MC- CC- Hampton: One way to satisfy producers and foodies, promote awareness and keep money in each community
• Fertile: New owner fertile café has intention to utilize local food menu items

February 29:
• Be Wellness-Clear Lake: We have a full kitchen license and are hoping to expand to have local food lunch options on a regular basis

NIACC:
• Clear Lake: want to see more local foods in restaurants- tired of processed foods

Floyd County:
• Charles City, Floyd and Colwell: All these areas have great places to eat and it would be great if these eating places could have consistent access to local products

Potential Community Impact:
The National Restaurants Association is noticing more interest in what people are eating and where it comes from, thus leading to increased purchases from local and regional producers. Opportunity for education for producers, business owners and consumers on seasonality and what grows local

Food Trucks

Food trucks promote food access through creative ways: restaurants on wheels; they also provide a strong cultural identity for the community. Food trucks offer unique ways of incorporating economic development into the food system through incorporation of mobile food vending for diverse backgrounds and cultural experiences.

Public input:
Mason City:
• I love the food truck idea! Could they go to key communities- who decides need of what?
• Around interface between low food access and food hub development- for now Mason City and Clear Lake – North Iowa Fresh needs to move/ deliver food- what vehicle capacity will they grow into? Could that vehicle or some aspect of this delivery also help expand producers served and/or distribution of food to low access area
• Mason City Food Truck/ Hawkeye Harvest Food Bank: This might be a way to help those who cannot travel well, or manage bags/ boxes (on bus), get into a routine to help establish food security and good nutrition.

CGC: A traveling food truck to small communities with no grocery/ convenience stores
• Clear Lake, (Ventura and Garner?) Mason City: Economy to support- people will pay for convenience

Forest City
• Lake Mills/ Forest City/ North Central Iowa: would be great to purchase Healthy food options for lunch, etc. “fast-to-go” food

Charles City
• Northern Iowa: Bring healthy foods to homes
• *stated at brewery: food truck at ball park

Potential Community Impact:
The average food truck start-up requires between $55,000-75,000: about $200,000-400,000 less than bricks and mortar.

• Economic Development Generation: In 2012 $650 million in revenue was generated from food trucks-approximately 1 percent of the total U.S. restaurant sales. It is expected that by 2017, food trucks will generate 3-4 percent of the revenue, or about $2.7 billion

Food trucks offer a business model with relatively low start-up cost that assists persons with diverse backgrounds and socioeconomic status

Daily Bread Bakery
**Public Markets**

Public Markets build grocers and retailers that benefit the local economy and deliver seasonal and assorted product, improve their carbon footprint and increase options for natural and organic production. Offering retail products allows for an additional benefit of consumers being able to celebrate regional and cultural food from their home.

**Public input:**

**Mason City:**
- South parking lot and along river south of the mall- this is known as part of Mason’s City “Cultural Crescent” – this area along the river is scenic. Mason City is known as “river city”. The venue could have opportunity year round
- Everywhere: focus on use of local foods and awareness to public

**Be Wellness:**
- Transitioning to more local/regionally sourced products and more specialty market
- Local Producers: we can grow anything in this soil- we SHOULD!- take back social/ geographic space from industrial food system occupation

**Forest City**
- Central location to purchase/order foods would be great- I love co-ops/natural food stores

**Floyd County**
- Charles City: To draw in Floyd, Colwell and CC gardeners and food makers to the public at different times and days
- Northern Iowa: helps family/ local growers to market goods

**Coalition:**
- How do we focus on getting more local food to these high number of low-income individuals. Can CSA and Farmers Market Vouchers assist?

**Potential Community Impact:**

The Farmers Market Nutrition Program offered a total of 9,639 checks issued to clients. 5,640 (58.51%) checks redeemed- total of $16,920.00

Hancock County stated they wanted to decrease by 15% the number of people in the county reporting eating few fruits and vegetables, and a way to do this was through promotion of the Farmers Market

Wright county has 71% overweight or obese population, their health needs assessment states they would like to offer farmers market to encourage more interest

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**Grocery Stores**

Stores come in many sizes and shapes and offer various specialties in regards to retail products. Smaller format stores include convenience stores, delicatessens, greengrocers, and health food stores. Within the local food realm, a common goal is also to enhance community economic development. Local grocers can assist in this movement by offering retail products that celebrate regional and cultural food from their home.

**“Having a central location to purchase/order foods would be great- I love co-ops/natural food stores: Forest City”**

**“Lack of availability for locally sourced”**

**Public input:**

**Feb 29:**
- Wright and Hancock County: Belmond Kanawha church: multiple Hispanic individuals purchasing acreage for production
- Anywhere near MC- other than Farmer’s Market that is limited- there is nothing available locally

**Potential Community Impact:**

Grocery stores offer opportunities for use of Women Infant and Children as well as Supplemental Nutrition Assistance Programs. There are 33 stores within the region that are Iowa WIC approved.

Opportunities for both locally owned businesses, promotion of local produced goods, and continued promotion of supplemental programs exist within grocery stores.

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Grocery stores offer opportunities for use of Women Infant and Children as well as Supplemental Nutrition Assistance Programs. There are 33 stores within the region that are Iowa WIC approved.

Opportunities for both locally owned businesses, promotion of local produced goods, and continued promotion of supplemental programs exist within grocery stores.
Food Hubs are a bridge between consumers, buyers, producers and food businesses. They provide a middle ground for the food system. This business or organization manages aggregation, distribution, and marketing of products that are primarily from local or regional producers.

### Public Input:

**Mason City:**
- Mason City/ Clear Lake: A central location for our communities
- Opportunity Village-Clear Lake: We are building our production garden, growing bedding plants, selling produce, starting a light processing aggregation center and opening a restaurant that showcases local foods
- Opportunity Village: converging of all the necessary elements- lets support it! Space, interest and economics

**Feb. 20:**
- North IA Fresh, LLC: Clear Lake/ Mason City area: association of local growers who market locally/ area wide to restaurants and retail outlets
- Opportunity Village: sounds like a great opportunity for OV to take on- they have the space, willingness to learn, and the individuals who are interested in doing the work

**Forest City:**
- Lake Mills: want a central location to buy/ sell local foods
- In the past few years I've had bumper crops of squash- lots went to friends and family. Some went to Local Food Bank and Church- Will a “food hub” be a good place to sell?

**Floyd County:**
- help create the connection of producer and consumer
- CC: a lot of smaller communities – neighbor CC and would benefit from this type of set up
- Northeast Iowa: help small/ startup producers

### Potential Community Impact:

**Food Box**

Aggregate products from producers or farmers (meat, vegetables, fruit, etc.) into a box that allows customers to have easy access to local and regional food. Boxes are typically offered on a weekly basis for customer. Allow for community members of in all income levels to enjoy fresh, healthy, regionally-sourced products at a retail rate.”

**Public Input:**

**Mason City:**
- CC/ MC: An easy starting point to aggregate products from producers
- Mason City: well promoted- it can complement North Iowa Fresh may be a partners/ building infrastructure: B2 Wellness at walk sites and pulls in C.G. Public Health partners. Potential similarly in other communities but initially smaller core
- Regional: MC Hub: revamp the “backpack buddies” food kits with healthier/ local foods similar to food box theme
- Clear Lake with Opportunity Village or Be Wellness: could complement North Iowa Fresh Food Hub work- could be full menu focus or snacks

**Feb. 29th:**
- Be Wellness – Clear Lake (Ashley Coleman): Interested in creating food boxes with local food products and other regional products from BE

**Forest City:**
- Lake Mills, Forest city, N-Central, Iowa: Think there is a huge need for this for those of us who can’t make it to the local farmers market: begin able to order online and have delivery or pick-up locations of mixed local foods
- Lake Mills: I am raising produce and would like to deliver to a business- Diane Horsey 507-297-5574, 507-402-0047

**Floyd County:**
- Charles City: A “public” CSA box is a great idea- brings producers in an gains awareness of local food
- Northern Iowa: Health food, supports local small producers
- Floyd County: an avenue to distribute local produce

### Potential Community Impact:

Opportunity to build new business and source from multiple farmers within the region; In 2007, nearly 3,000 farmers sold $16.5 million of local products direct to consumer; compared to 2,455 farmers who sold $11.6 million in products in 2002

**Create an association of local growers who market locally/ area wide to restaurants and retail outlets**

<table>
<thead>
<tr>
<th>State</th>
<th>Supermarkets</th>
<th>Convenience Stores</th>
<th>Specialty Food Stores</th>
<th>Warehouse Clubs and Supermarkets</th>
<th>Individuals with low access to grocery stores</th>
<th>Percentage of total population</th>
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</table>
**Auctions**

Multiple business models exist for auctions—cooperative, individual sales, for-profit organizations, etc. They are established to allow for consumers to purchase from local/regional producers. The auction method offers a true supply and demand environment. Auctions can offer a variety of products depending on the organization and producers supply, many also offer choices like wholesale pricing.

**Potential Community Impact:**
Offer additional markets for producers and bring awareness about local and regional products

**Cooperatives**

Typically in the shape of a grocery store, market, or distribution hub, cooperatives are collectively-owned by workers and/or customers. The goal of being cooperatively owned is to bring the highest quality and best value to members of the business. Many cooperatives offer education opportunities to members, high quality product, member decision making and control, and support for their local communities.

**Public input:**
Forest City
- Lake Mills: Need a Co-op for Local Foods

**Potential Community Impact:**
- Need for farmers to have an avenue for profit for non-purchased foods within the season—i.e. cooperatives/auctions

**Farm to School**

Implementation for farm to school can include procurement from local farmers, education on agriculture, food, health and nutrition, and school gardening where kids have an opportunity to learn through hands-on experiences. The goal for farm to school is for children, producers and communities to be vibrant.

**Public input:**
- Forest City
  - Lake Mills: would be great for kids and farmers

**Potential Community Impact:**
- 2% increase in income from farm to school sales for individual farmers
- Cooperative businesses stabilize communities because they are community-based business anchors

**Shared-Use Kitchens**

Shared-use kitchens have the opportunity to bridge a full range of issues in the local food system, including access to healthy foods. Shared-use kitchens provide comprehensive and diverse approaches to offering opportunities to value-added product, and cook from a shared-location to create a self-financed, sustainable business model.

**Public input:**
- Mason City:
  - Opportunity Village/ Clear Lake: We are looking to use our existing commercial kitchen. We are expanding this option as we branch out into a for-profit business. Great dovetail
  - Cerro Gordo County: create/identify a commercial kitchen located near low-income housing or food banks to offer education opportunity and/or meal prep.
    - Feb 29:
      - Algona/ Bancroft: facility to do processing
      - March 15:
      - Methodist Church/ Hampton: Possible Community Kitchen
  - Floyd County
    - Charles City: help starter businesses with a place they could utilize for their products to see if markets are out there for them
    - Central Location for max usage: great for start-up and micro-producers
    - Downtown Charles City: incubator kitchen for potential restaurant entrepreneurs to task product before make $
Marketing campaigns build public support for a particular issue that an organization seeks to resolve or get behind. Typically, the campaign is a comprehensive effort between multiple partners. A campaign should speak to a targeted audience and seek out a particular action, for social behavior improvements.

**Public input:**

**Mason City:**
- Mason City, all the benefits if this brings everything together: education/ producers/ aggregate control/ social change
- Clear Lake Industrial Park: a center in Clear Lake is ideal for being more centrally located for this type of work
- Regional: farmers need options with the variable production: building market opportunity
- Northern Iowa: bring people together to educate, inform and motivate
- NI Region: MC Hub: cohesive/ consistent message for all efforts in NI
- Whole Region: Healthy Harvest Needs this

**Floyd County:**
- Lake Mills/ Forest City: We need to make consumers aware of why we need local foods and why they may be more expensive
- Have a Paddler’s Tap beer festival
- Northern Iowa: counter long established unhealthy food production practices

**Potential Community Impact:**

Awareness campaigns can effect behaviors of individuals, or build relationships that change lives. Strategic development of campaigns can have lasting positive impacts on building awareness for a particular organization, initiative, or topic.

**Food Enterprise Center**

Food Enterprise Centers build businesses through entrepreneurial investments in local food, approaching scaling up the food system through a self-financed, sustainable profitable model. Many of these programs work hard to include shareholder loyalty by including options to buy into the company or provide memberships. This strategy a market base and assists in community capacity and financial sustainability.

**Public input:**

**Mason City:**
- Vacant nursery building on HWY 65 N or 3– education/ 4H
- Charles City: a farm outside of CC that can be used as an education center is necessary to teach about other types of agriculture including growing food (is Algona a good location for this??-CAL)
- Kanawha Research Farm – Central Gardens: well known area people relate to innovation and knowledge
- Mason City: use Krigers as an education center- urban farm, Farmers Market
- Clear Lake Clear Creek School and Food fair like Rochester has: Education for kids/ food for schools and Opportunity Village would love to host Food Fair for this project- we have the room and it fits with our mission and values
- Carrie Chapman Catt House: historical education 19th/20th century farming methods, prairie reconstruction, pollinator habitat, some of these tactics already exist. Connect it to agricultural gardens
- 50616: part of system to bring people together

**Potential Community Impact:**

Agricultural education centers allow for immersion into the landscape that is being portrayed and developed; creating a lasting impact on the user

Providing access to agricultural systems and community-based curriculum or educational opportunities, allows for students (young and old) to be better connected and aware of their environment.

**Food Banks**

Offer dry, cooled and freezer storage space for distribution to individuals. Many food banks serve partner agencies (pantries, soup kitchens, and shelters). Food within the food banks are donated from food drives, individual donations, retail donations and other sources. Food banks store and have direct service programs and partner agencies to give out food to individuals in need.

**Public input:**

**March 15:**
- St. Patrick’s Food Pantry- Hampton: Clients love fresh fruits and veggies, maybe suggest to our clients that they might like to have a garden and share with the food pantry

**Potential Community Impact:**

Food banks are community leaders and assist people in need. Food banks are also able to advocate for programs that are at the root causes of poverty.

Food banks provide meals by looking into opportunities for wasted food; provide services for disaster release and targeted programs for children and seniors, and lead in the fight against hunger by raising awareness, advocating for food-insecure individuals and conducting research.
Food System Policy Councils

Bring together multiple community sectors around common goals for the community food system. Food policy councils support communities in their efforts to rebuild, with existing community assets, local and regional food systems. This collaboration assists partners within various scales of communities to move forward in food system change through coordinated efforts for policy change. Food policy councils defend and articulate the priorities of the community that inform local and regional policies to continue to enhance the opportunity for implementation of local food systems.

Public input:
Mason City:
• Each county: Economic development directors – city council and manager- each county have council
• Regional: Work with low-income populations and organizations serving those groups to set policy to allow/entice those residents to gain a benefit from partaking in a local foods initiative; for example: if a family utilized food bank, could they use a community garden plot to grow produce to donate to their daycare to get low rate
NIACC
• Idea: all counties/subsidies and policies that are supportive of diverse food production (not just corn/soybeans) – also policy work to allow for urban food production (chickens, small livestock, maybe?)
• Iowa: Policy to align food assistance programs to access to whole foods and/or local foods to improve health of community
• Northwood, IA: raising chickens in city limits is against ordinance. No willingness to discuss a change or what new rules might make this possible?
Forest City
• Reform local, state, federal policies to protect and build incentive for horticultural producers at small scale: ecology (social and environmental), Food sovereignty, rural brain drain, we need culture, not cheap fuel and meat produced @ the expense of living communities
Floyd County
• Northeastern Iowa: part of system to change food quality, safety, distributor

Potential Community Impact:
Number of food policy councils nearly doubled from 111 councils in 2010 to 193 councils in 2012: representing and advocating for health, environmental sustainability, economic viability and socially just food systems.

Food Recovery

Bridge between food waste and fighting hunger. Food recovery works to offer opportunities for individuals, organizations, and farmers to donate food that is not used rather than throwing it away. This can be done through gleaning programs at farms or supermarkets where non-sold goods are donated to food banks; or can be offered through new programs like phone applications where individuals and businesses can link up with food banks and food pantries for needed donations of food.

Potential Community Impact:
Provide additional means for individuals to have access to nutritious foods
Allow for additional venues for volunteer programs and organizations to give back to their community